

Thursday May 5, 2011

Minutes taken by: Cindy Sweeney

Minutes

Meeting of the Rondout Valley Business Association Board of Directors Thursday May 5, 2011, 7:30am at Friends & Family II.

In attendance: Richard Travers, Erick Roosa, Nik Gerner, Carl Pezzino, Dan Johnson, Steve Kelley, Denise McCarrol, Laurel Sweeney, Sue Benz, Cindy Sweeney, Kate Kenney

Guest attendees: Maria Reidelbach, Lisa Kellogg

Not present: Dan Gagnon, Eric Stewart, Tim Sweeney, Joe Alfano

Meeting convened at 7:30 AM

Motion made by Carl to adopt the Board minutes of the April 2011 Board meeting. The motion was seconded by Steve and unanimously approved.

- 1. Shawangunk Mtn. Regional Partnership (SMRP)** - Linda Engler of the Shawangunk Mtn. Regional Partnership approached Richard with the offer of partnering in a marketing campaign for the Rondout Valley and the Shawangunk Mtn. Scenic Byway. Some time back the SMRP had been awarded a grant of \$5000 for the purpose of putting up Kiosks along the Shawangunk Mtn. Scenic Byway route for the purpose of promotion. It was suggested by Linda that the RVBA, the SMRP along with a New Paltz civic association could share the responsibility for taking the Kiosk to regional events and using it as a platform to distribute information important to all three organizations. Following Board discussion it was decided that, as long as the RVBA is able to negotiate it's own terms, the partnership would be beneficial. A motion was made by Laurel to move forward with the partnership. The motion was seconded by Erick and passed unanimously.
- 2. Jenny Bell Pie Festival** - Richard explained to the Board that, at this time, it looks like the RVBA will be taking the lead on taking over the Pie Festival from the Kerhonkson-Accord CoC. He explained that the Ellenville Wawarsing Chamber of Commerce will be on the Executive Board but will not provide most of the volunteers. The RVBA will both, provide most of the volunteers and realize most of the profits. Profits will be commensurate with the number of volunteers provided by each of the participating organizations. Richard requested input from the Board. Laurel asked for an update of the status of the

KACOC. Richard explained that the dissolution and reappointment of members is not yet complete. The Board had no further questions.

- 3. Valley of the Giants** - Maria Reidelbach and Lisa Kellogg gave a presentation to the Board regarding an idea designed to bring more recognition and tourist business to the Rondout Valley. Maria is the artist responsible for erecting a 13' 6" tall garden gnome at Kelder's Farm in Accord. Maria & Lisa's broad mission is to build several large scale sculptures depicting various characters and place them at locations throughout the region. They are currently working on a large scale cement miner for the town of Rosendale. The miner will serve to highlight Rosendale's history as a cement producing town. Upon completion of the "giants", as Maria calls them, they will be promoted via social networking, print advertising, and at regional events. A map will be made with a route allowing the visitor to locate all the giants. A line of branded merchandise, focused around the giants, will also be produced for regional distribution, sale and cross marketing purposes. Maria & Lisa have been giving presentations to multiple organization in the region and are looking for significant community support before releasing the idea to the public. Open discussion was had regarding the details of the project. It was decided by the Board that they like the concept and would arrange for Maria & Lisa to present their idea to the membership at an RVBA mixer (date TBD).
- 4. Membership meeting, Thursday April 14** - Richard brought along a PDF printout of the proposed talking points for the meeting for Board review.
- 5. Rondout Esopus Land Conservancy (RELC) Grant to RVBA** - The RELC has offered the RVBA a grant of \$1000 in support of efforts to expand the Rail Trail. The grant monies would be allocated for the initial development of the rail trail including plans, maps, schematics and publicity. The monies are not to be used for director allocated staff or operating costs. RVBA will provide a semi-annual accounting of expenditures first ending period June 20th 2011. In addition to the \$1000 financial contribution, the RELC will publicize the Rail Trail project in it's periodic newsletter and assist with fundraising efforts from time to time in a manner acceptable to the Conservancy and the RVBA. The RVBA and the Conservancy will coordinate the public announcement of this grant in a mutually acceptable manner. Following Board discussion it was decided that the Rail Trail commission would needed to be consulted on fund allocation. Nik recommended giving the RELC the opportunity to present to the membership at a meeting. Steve presented a motion to proceed as presented. The motion was seconded by Dan J. and passed unanimously.

6. **Ambassador program** - Prior to the Board meeting Richard sent an email to the Board outlining the details of the Ambassador Program. He opened discussion by updating the Board on the details of a recent meeting between Carl, Tim, Maria and Richard, held to discuss the most effective way of working with Ambassadors to further the goals of the RVBA. He requested Board input. Discussion was held. Laurel suggested that, ahead of any given event, committee chairs make phone calls for ambassadors. Kate suggested a sign up sheet at meetings. Richard said that he would begin meetings with an events listing followed by a pitch for members to find and use the sign up sheets.

7. **Finance committee report:** Kate passed around a budget report for Board review and gave an update. Additionally, she explained to the Board that the Finance committee has created worksheets for use in creating events budgets. Kate also suggested to the Board that the RVBA offer a discounted membership rate to new businesses wishing to join between now and the end of the year. This offer would be valid only for new RVBA members and not as a discount for unpaid dues. The Board unanimously agreed this would be a good policy and set the discount rate at 50%.

The meeting adjourned at 9:20 am.

Submitted by Cindy Sweeney May 29, 2011